GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

SOCIAL WELFARE DEPARTMENT – Year long celebrations of 125th Birth Anniversary of Dr.B.R. Ambedkar – Statement of Hon'ble Chief Minister on the floor of APLA – 27 Points Programme – Telecast of Skits and documentaries in TV Channels through FDC – Necessary Instructions – Release of Budget – Orders- Issued.

SOCIAL WELFARE (CV.POA) DEPARTMENT

G.O.RT.No. 55 **Dated: 10-02-2017**
Read the following:-

1. G.O.Rt.No.121, S.W.(CV.POA) Dept., dated 30.03.2016.
2. From the Director of Social Welfare, A.P., Tadepalli, Guntur Dist., Lr.Rc.No.K2/280/2016-Skits, dated 01.02.2017.

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O R D E R:-

In the reference 1st read above, the Government have issued certain instructions for conducting celebrations of 125th Birth Anniversary of Dr.B.R.Ambedkar for a period of one year from 14.04.2016 in the State of Andhra Pradesh.

2. In the reference 2nd cited, the Director of Social Welfare, A.P., Tadepalli, Guntur Dist., has submitted proposals to telecast of Skits and documentaries in TV Channels through FDC on Dr. B.R. Ambedkar life History i.e., on his Childhood, education, fight against untouchability, service to the weaker sections and nation, Ambedkar Ideology and other related issues as proposed by the M/s Raghu Studios, Hyderabad which is empanelled by the APSFTTDC Ltd, Hyderabad and making episodes under the direction of Sri Dileep Raaja, Central Censor Board Member, nominated by Government of India, for making T.V skits and Documentary on Dr.B.R. Ambedkar. It is proposed to prepare 100 Episodes to be telecast in Doordarshan/ Private Channels as one of the programmes in the 27 Point Programme, announced by the Government as a part of conducting of yearlong celebrations of 125th Birth Anniversary of Dr.B.R.Ambedkar.

3. Government after careful examination of the proposal of the Director of Social Welfare approve the telecast of (100) episodes of Skits and documentaries in TV Channels through FDC on Dr. B.R. Ambedkar life History i.e., on Childhood, Education, Untouchability, Service to weaker sections and Nation, Ambedkar Ideology and other related issues, as proposed by M/s Raghu Studio, Hyderabad which is empanelled by the APSFT & TD Corporation Limited, Hyderabad and the rates prescribed for production of documentaries and TV episodes as per Government Orders vide G.O.Rt.No.3665, G.A. (I&PR) Department dt.11-12-2015 as detailed below:

S.No.	Particulars	Duration	Amount in Rs.
1 (a)	Documentary	3 Min.	2,50,000/-
	Plus Service Tax @ 15%		37,500/-
	FDC Charges @ 8%		20,000/-
	Total Cost of production of one documentary film		3,07,500/-
(b)	Censor of the documentary and release the same through theatres of AP for one week	L.S	50,000/-
2	Production of Episodes	25-30 Min.	1,50,000/-
	Plus Service Tax @ 15%		22,500/-
	FDC Charges @ 8%		12,000/-
	Total Cost of Production of one episode		1,84,500

[P.T.O]

4. The Managing Director, APSFTTDC Ltd., Hyderabad is requested to ensure that the Quality of the T.V Skits of (100) episodes as per the norms and also to constitute a Screening Committee with a team of technical personalities to review the preview of every episode after completion of the production and to give suggessions for improvements, if any required.

6. The Director of Social Welfare, A.P., Tadepalli, Guntur District is hereby permitted to deposit an amount of Rs.1,84,50,000/- (Rupees One Crore Eighty Four Lakhs and Fifty thousand only) to the Managing Director, APSFT & TDC Ltd, Hyderabad to make (100) Episodes on Dr.B.R.Ambedkar life history by M/s Raghu studio, Hyderabad which is empanelled in APSFTTDC Ltd., Hyderabad **from the available funds of Social Welfare Department under the 260 Head – Advertisements – Sales and Publicity expenses**.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

S.S. RAWAT
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Director of Social Welfare, A.P., Amaravathi.
The Managing Director, APSFTTDC Limited, Hyderabad.

Copy to :-
The PS to Secretary to CM.
The PS to Deputy CM(Revenue).
The PS to Deputy CM(Home).
The PS to M(SWE&TWE).
The PS to Minister, B.C. Welfare.
The PS to Minister, Panchayati Raj.
The PS to Minister, Urban Development.
The PS to Minister, Education.
The PS to Minister, IT& C.
The PS to Chief Secretary.
The PS to Principal Secretary(TW).
The PS to Principal Secretary(SW).
The G.A.(I&PR) Department.
The G.A.(Poll.C) Department.

// FORWARDED:: BY ORDER //

SECTION OFFICER